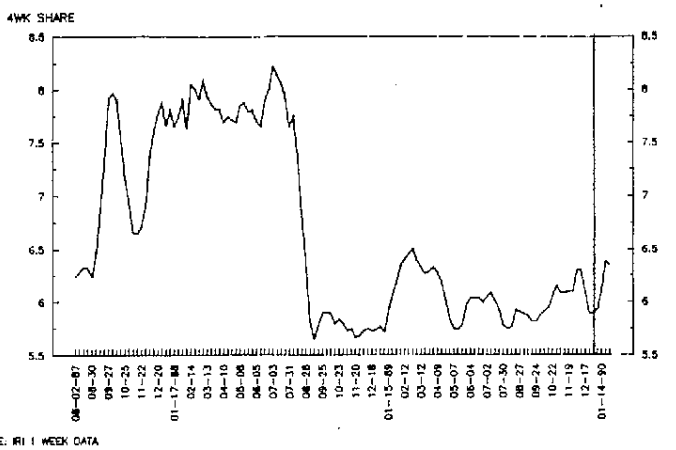
Source: https://www.industrydocuments.ucsf.edu/docs/lfxm0004

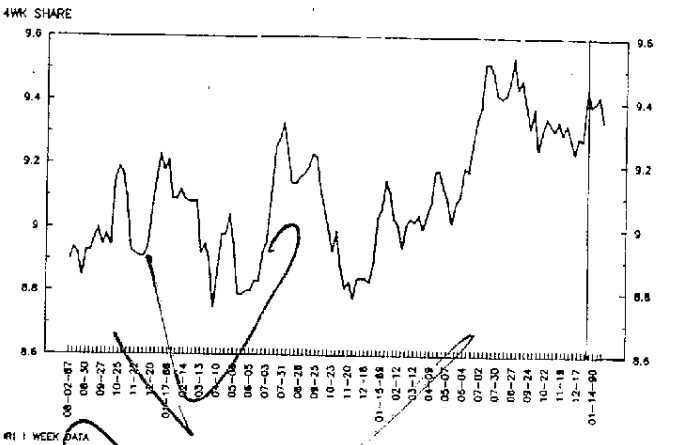
IRI TRENDS

TOTAL MARLBORO RED
4 WEEK MOVING SHARE OF VOLUME
BIRMINGHAM



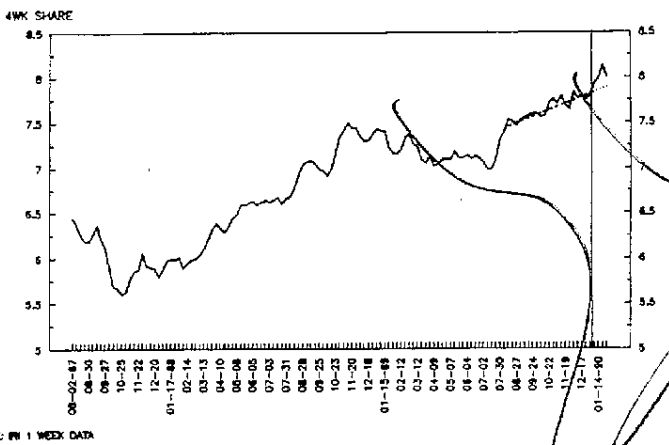
SOURCE: IRI 1 WEEK DATA

TOTAL MARLBORO RED
4 WEEK MOVING SHARE OF VOLUME
PHOENIX



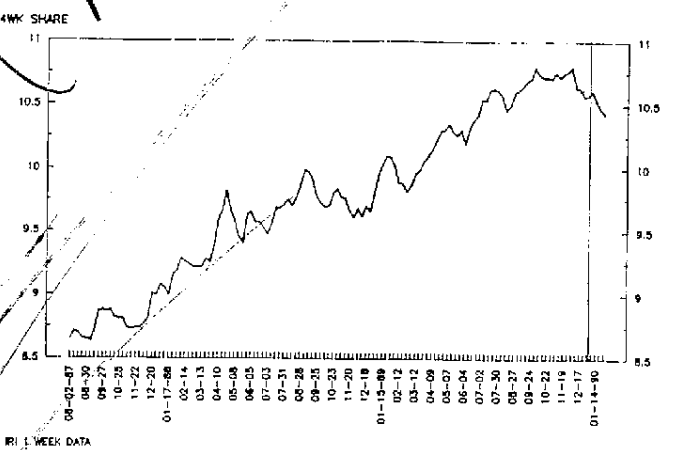
SOURCE: IRI 1 WEEK DATA

TOTAL MARLBORO LIGHTS NON-MENTHOL
4 WEEK MOVING SHARE OF VOLUME
BIRMINGHAM



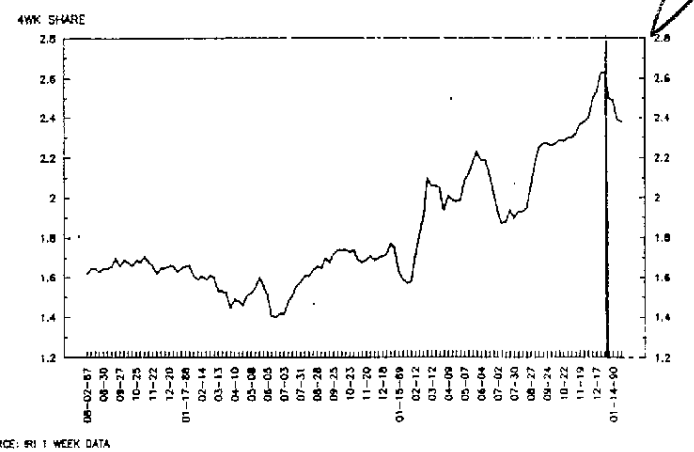
SOURCE: IRI 1 WEEK DATA

TOTAL MARLBORO LIGHTS NON-MENTHOL
4 WEEK MOVING SHARE OF VOLUME
PHOENIX



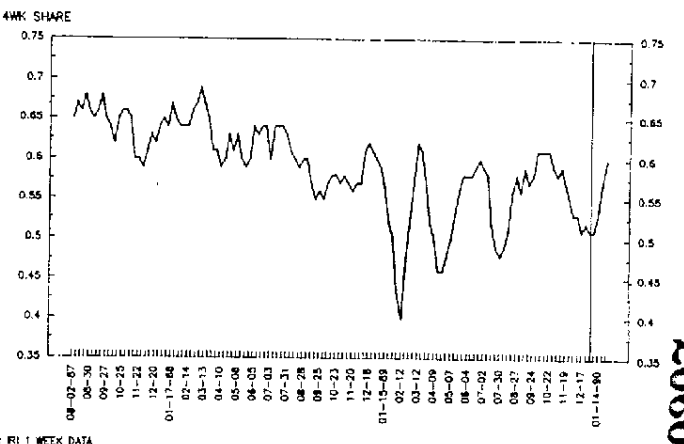
SOURCE: IRI 1 WEEK DATA

TOTAL VICEROY
4 WEEK MOVING SHARE OF VOLUME
BIRMINGHAM



SOURCE: IRI 1 WEEK DATA

TOTAL VICEROY
4 WEEK MOVING SHARE OF VOLUME
PHOENIX

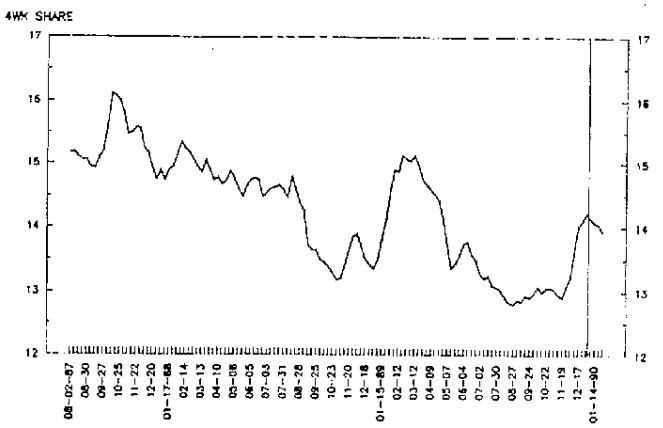


SOURCE: IRI 1 WEEK DATA

2060168057

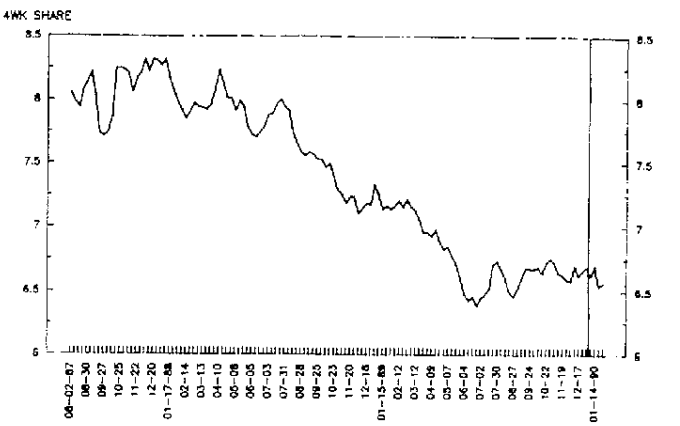
IRI TRENDS

TOTAL WINSTON
4 WEEK MOVING SHARE OF VOLUME
BIRMINGHAM



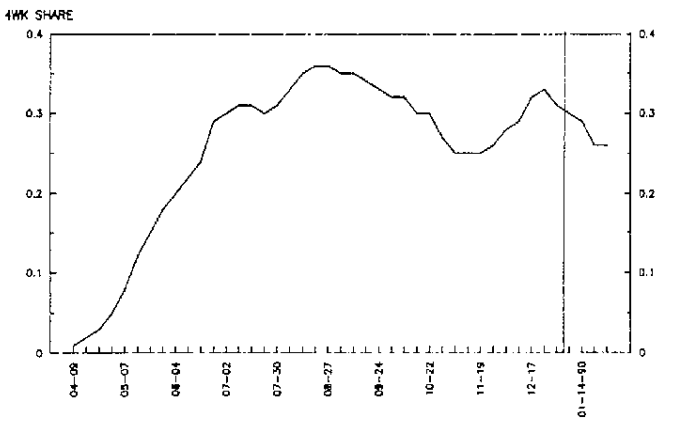
SOURCE: IRI 1 WEEK DATA

TOTAL WINSTON
4 WEEK MOVING SHARE OF VOLUME
PHOENIX



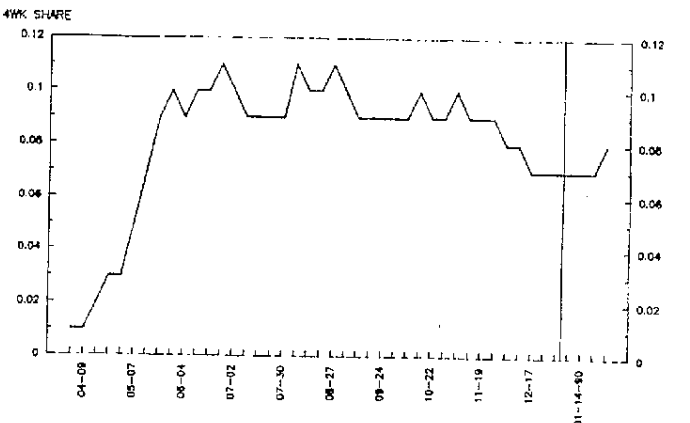
SOURCE: IRI 1 WEEK DATA

TOTAL MAGNA
4 WEEK MOVING SHARE OF VOLUME
BIRMINGHAM



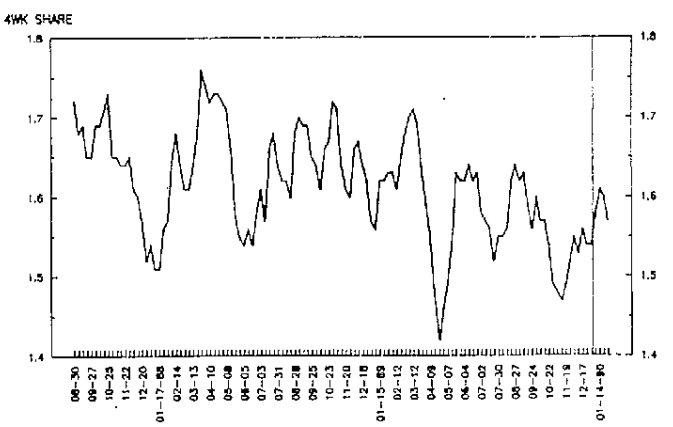
SOURCE: IRI 1 WEEK DATA

TOTAL MAGNA
4 WEEK MOVING SHARE OF VOLUME
PHOENIX



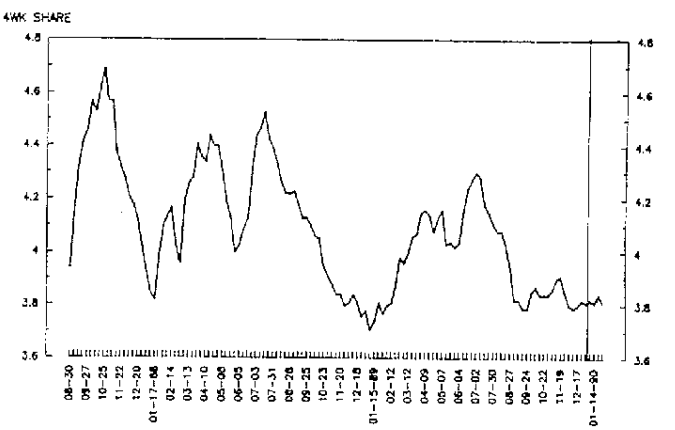
SOURCE: IRI 1 WEEK DATA

TOTAL CAMEL FILTERS
4 WEEK MOVING SHARE OF VOLUME
BIRMINGHAM



SOURCE: IRI 1 WEEK DATA

TOTAL CAMEL FILTERS
4 WEEK MOVING SHARE OF VOLUME
PHOENIX



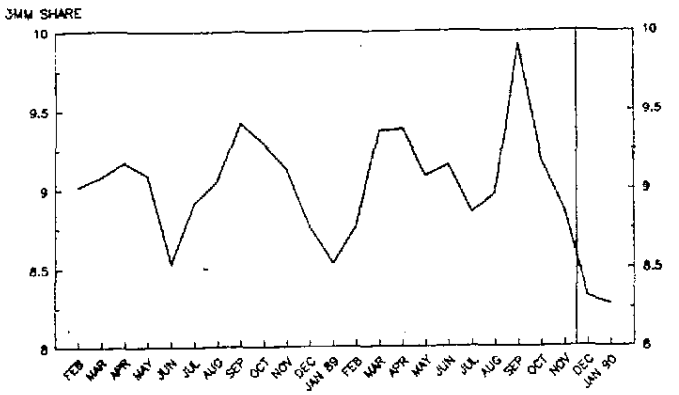
SOURCE: IRI 1 WEEK DATA

2060168058

Source: https://www.industrydocuments.ucsf.edu/docs/lfxm0004

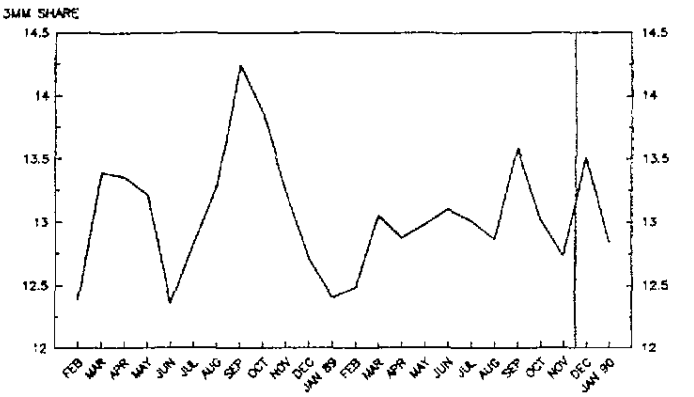
MSA TRENDS

TOTAL MARLBORO RED
3MM SHARE
BIRMINGHAM



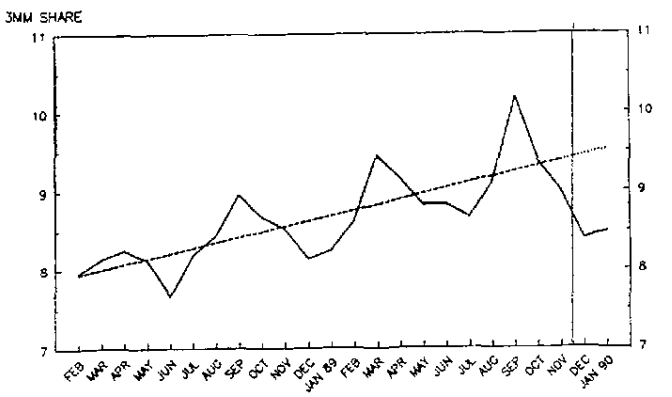
SOURCE: MSA

TOTAL MARLBORO RED
3MM SHARE
ARIZONA



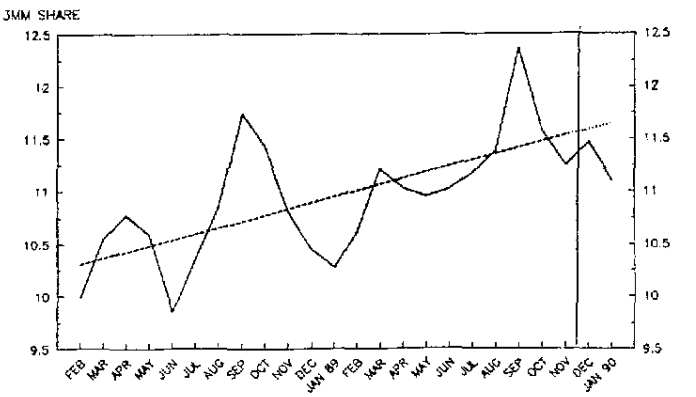
SOURCE: MSA

TOTAL MARLBORO LIGHTS NON-MENTHOL
3MM SHARE
BIRMINGHAM



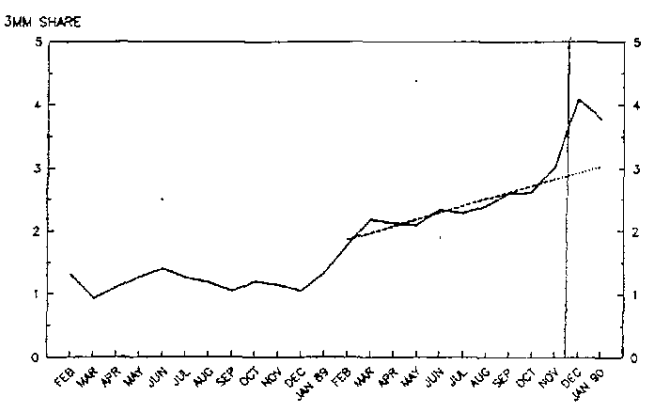
SOURCE: MSA

TOTAL MARLBORO LIGHTS NON-MENTHOL
3MM SHARE
ARIZONA



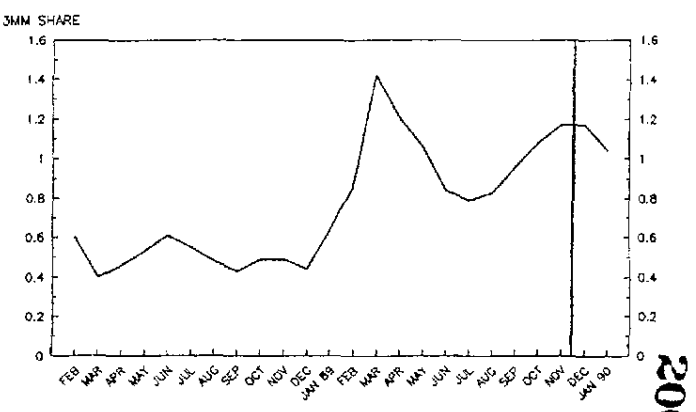
SOURCE: MSA

TOTAL VICEROY
3MM SHARE
BIRMINGHAM



SOURCE: MSA

TOTAL VICEROY
3MM SHARE
ARIZONA



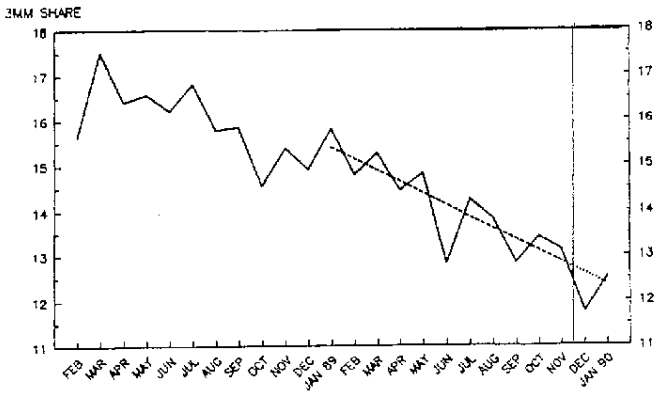
SOURCE: MSA

2060168059

Source: https://www.industrydocuments.ucsf.edu/docs/lfxm0004

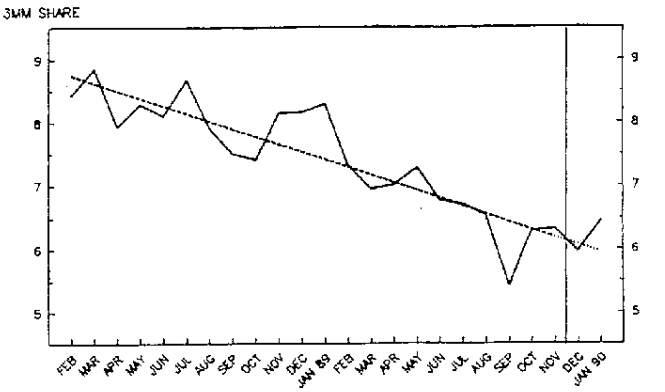
MSA TRENDS

TOTAL WINSTON
3MM SHARE
BIRMINGHAM



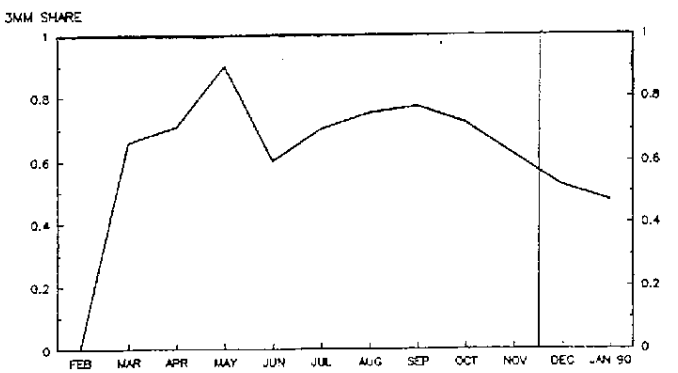
SOURCE: MSA

TOTAL WINSTON
3MM SHARE
ARIZONA



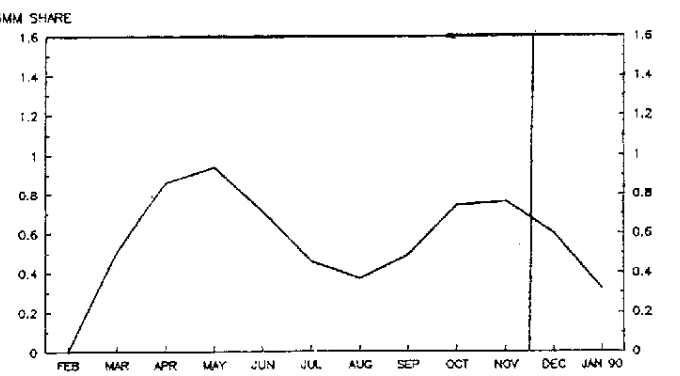
SOURCE: MSA

TOTAL MAGNA
3MM SHARE
BIRMINGHAM



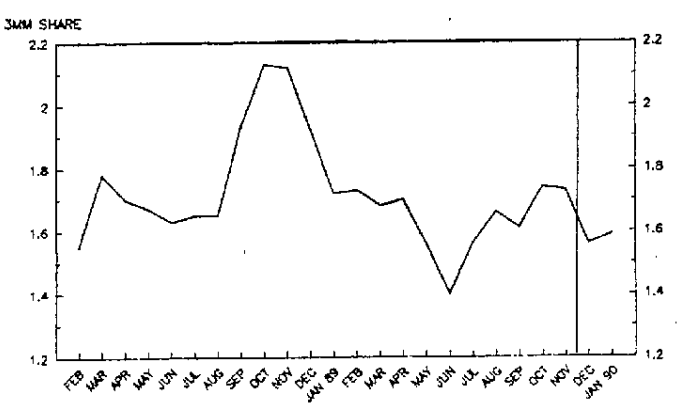
SOURCE: MSA

TOTAL MAGNA
3MM SHARE
ARIZONA



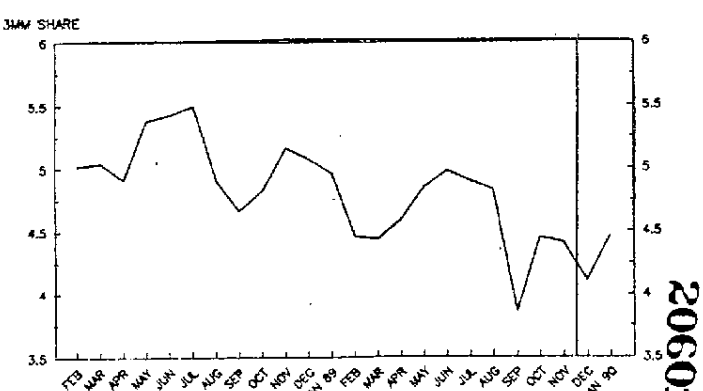
SOURCE: MSA

TOTAL CAMEL FILTERS
3MM SHARE
BIRMINGHAM



SOURCE: MSA

TOTAL CAMEL FILTERS
3MM SHARE
ARIZONA



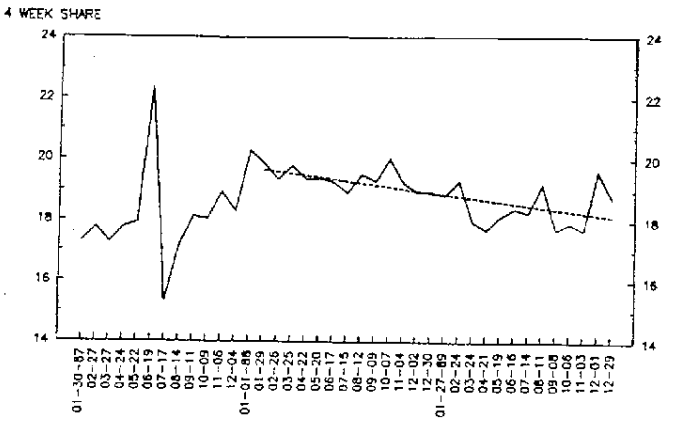
SOURCE: MSA

2060168060

Source: https://www.industrydocuments.ucsf.edu/docs/lfxm0004

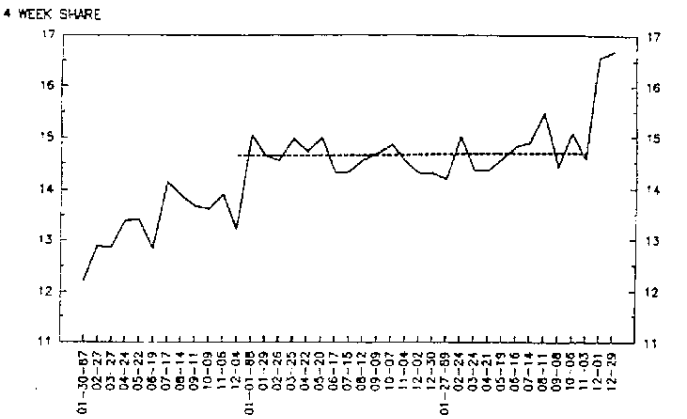
ICC C-STORE TRENDS

TOTAL MARLBORO RED
4 WEEK SHARE
ARIZONA



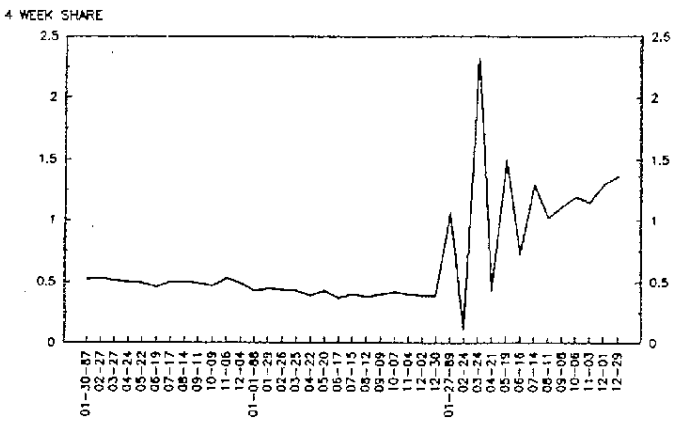
SOURCE: C-Store

TOTAL MARLBORO LIGHTS NON-MENTHOL
4 WEEK SHARE
ARIZONA



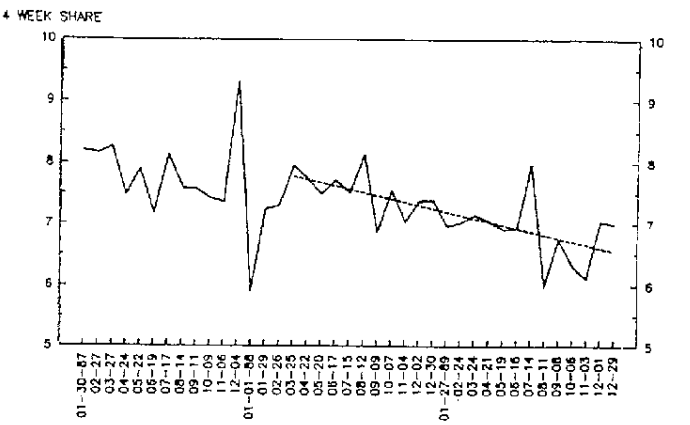
SOURCE: C-Store

TOTAL VICEROY
4 WEEK SHARE
ARIZONA



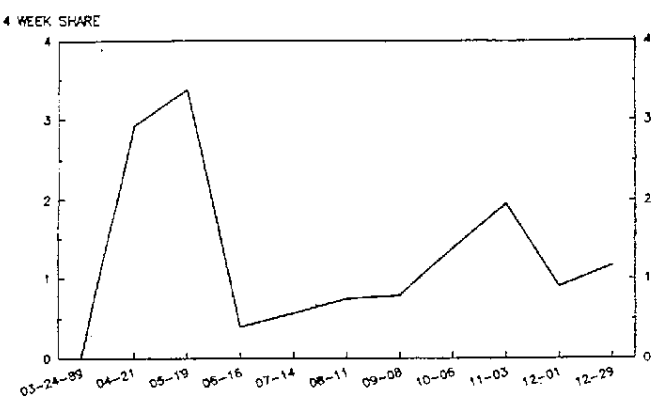
SOURCE: C-Store

TOTAL WINSTON
4 WEEK SHARE
ARIZONA



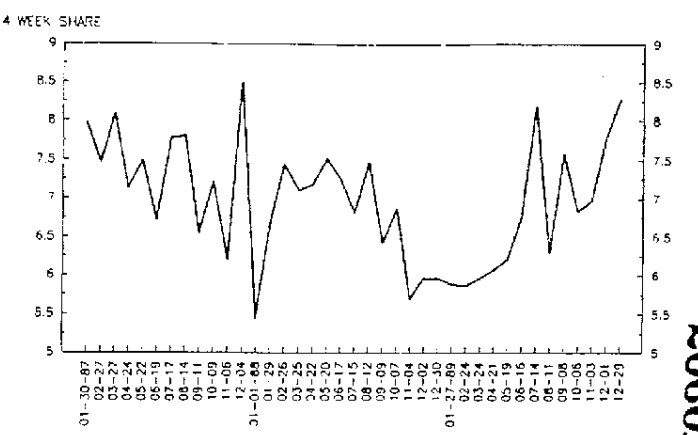
SOURCE: C-Store

TOTAL MAGNA
4 WEEK SHARE
ARIZONA



SOURCE: C-Store

TOTAL CAMEL FILTERS
4 WEEK SHARE
ARIZONA



SOURCE: C-Store

2060168061

Source: https://www.industrydocuments.ucsf.edu/docs/lfxm0004